

#### **Today's Topic:**

Maryland's
Veteran-Owned Small Business
Enterprise (VSBE) Program &
Resources

May 25, 2023







GOVERNOR'S OFFICE
OF SMALL, MINORITY & WOMEN
BUSINESS AFFAIRS

## DANIELLE DAVIS

VSBE COMPLIANCE MANAGER





# Veteran-Owned Small Business Enterprise (VSBE) Program

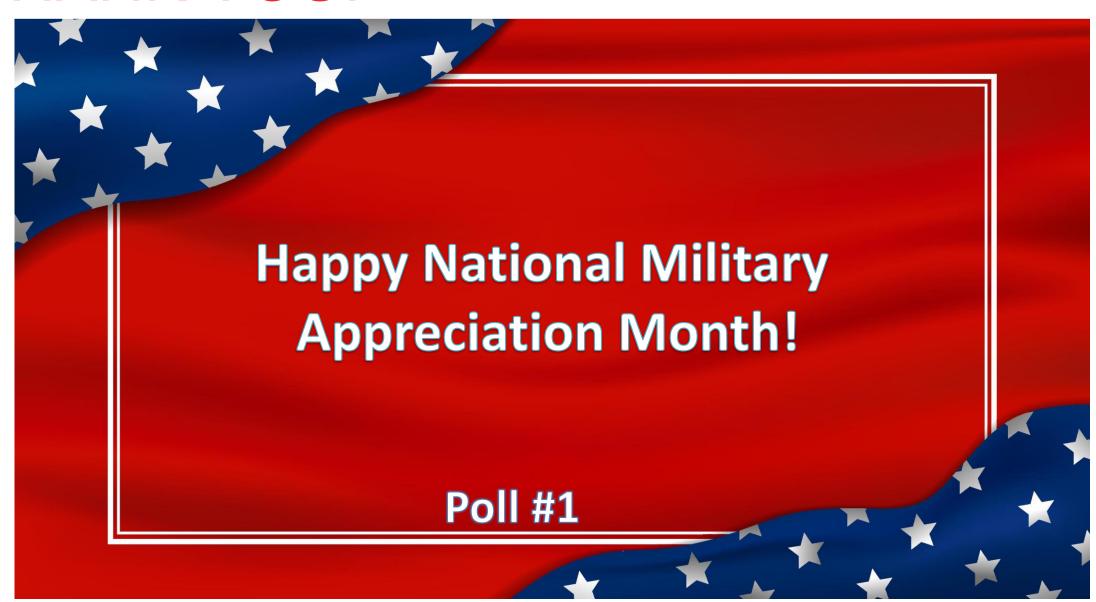
VSBE Program Compliance Manager Danielle N. Davis

May 25, 2023



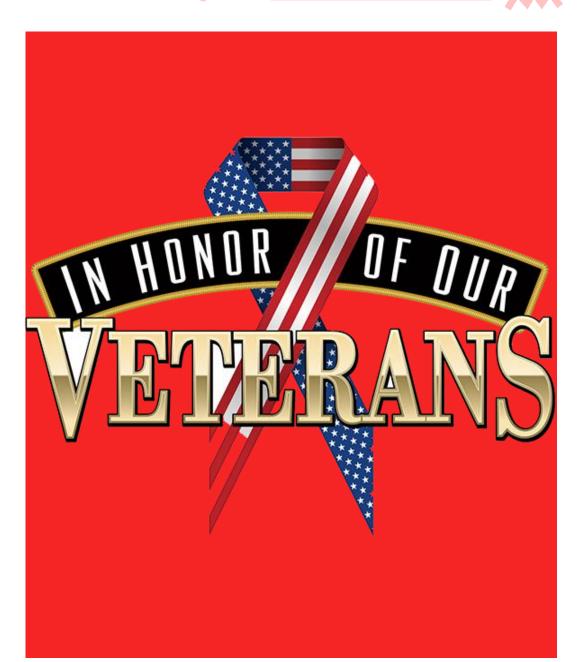
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## THANK YOU!



## Agenda

- 1. Welcome
- 2. Maryland Programs Overview
- 3. VSBE Program
- 4. VSBE Certification Process/Recert Process
- 5. eMMA TIPS
- 6. What Makes a Great VSBE Checklist
- 7. Resources
- 8. Upcoming Events
- 9. Special Guest V.I.P.
- 10. Q&A



## Governor's Office of Small, Minority & Women Business Affairs

- Connect small businesses to greater economic opportunities
- Oversight, monitoring, and compliance of three preference procurement programs across 70 state agencies/departments
- Conduct statewide outreach and training programs
- Host online resources for small business growth and development

https://gomdsmallbiz.maryland.gov

## **State Procurement Programs**

## Minority Business Enterprise (MBE) Program

- Subcontracting program
- ➤ 29% aspirational goal
- Race and gender specific
- Application-based certification process
- Official certification unit@ MDOT
- > Annual renewal
- > 7,500+ certified MBE firms

## Small Business Reserve (SBR) Program

- Prime contracting program
- > 15% set-aside
- Race and gender neutral
- State-defined small business eligibility standards apply
- Online certification process (eMMA)
- > Annual renewal
- > 3,750+ certified SBR firms

## Veteran-Owned Small Business Enterprise (VSBE) Program

- Subcontracting program
- ➤ 1% minimal goal
- ➤ 3-Step certification process includes *verification* of veteran status
- Online application process (eMMA)
- > Annual renewal
- ➤ 600 certified VSBE firms



## **Benefits**

Between 20% and 25% of all open solicitations on eMMA are designated to the SBR Program.



There are several benefits for being enrolled in these state procurement socioeconomic programs.

- Additional leverage with as many certifications as possible
- All qualifying contracts with state funding are reviewed for small business designation and/or minority, women, and veteran inclusion
- Each program comes with additional levels of advocacy



# Maryland's VSBE Program





## Goal 1

For veteran-owned firms to compete confidently in Maryland state procurement.

## Goal 2

For veteran-owned firms to join the state database as a certified VSBE and stay certified.

## Goal 3

Be successful in state contracting utilizing trainings, events and free resources available.

## OUR MAIN GOALS



## VSBE Program

Provides contracting opportunities on qualified state-funded procurements from over 50 state agencies for certified **veteran-owned small businesses.** 

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Be a small business as defined by the <u>United States Small Business</u>
<a href="#">Administration in 13 C.F.R.</a>
<a href="#">121.201</a> and any subsequent revision of that regulation</a>

Only the work of a <u>certified VSBE firm</u>, performing either directly (prime contractors) or indirectly (subcontractors), can be counted toward the achievement of an established contract goal



Be at least 51% owned and controlled by one or more individuals who are veterans

Veteran-owned small businesses must meet the following eligibility standards:



Must be for-profit business





The VSBE certification process entails a 3- step process completely online, handled in the eMaryland Marketplace Advantage (eMMA) online procurement portal

#### Vendor Registration

Vendor registration in eMaryland Marketplace Advantage (eMMA) <a href="https://emma.maryland.gov/">https://emma.maryland.gov/</a>

#### **Veteran Verification**

Veteran verification from one of the following:

- 1. Maryland Department of Veterans Affairs
- 2. SBA Federal VetCert Program

#### **VSBE** Application

VSBE Program Application submitted and approved in eMMA



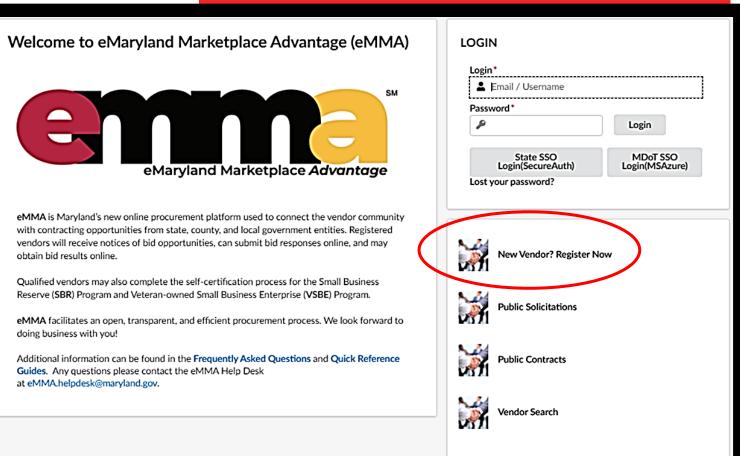


## STEP 1-Vendor Registration

Each business will need to register as a vendor in the state's online procurement portal called eMaryland Marketplace Advantage (eMMA). If you have multiple businesses, they must each be registered individually.

Start this process at <a href="https://emma.maryland.gov/">https://emma.maryland.gov/</a>

Select New Vendor? Register Now



#### T.I.P.S. Training Series



There are two options to have your veteran verification completed.

Option One- State- With the Maryland Department of Veteran Affairs by completing the MDVA Verification of Veteran Status Form **AND** providing Acceptable Veteran Status Documentation.

This fillable PDF is located on our website or using this link:

https://gomdsmallbiz.maryland.gov/SiteAssets/Pages/VSBE-Program/VSBE%20Veteran%20Verification%20Form.pdf



#### Maryland Department of Veterans Affairs VERIFICATION OF VETERAN STATUS

INSTRUCTIONS — The small business owner seeking veteran verification for participation in Maryland's Veteran-Owned Small Business Enterprise (VSBE) Program shall complete SECTION A and upload the completed form, along with proof of veteran status, into their existing vendor profile in eMaryland Marketplace Advantage (www.emma.maryland.gov).

AME:				
TREET ADDRESS:				
ПУ:		STATE:	ZIP:	
HONE: ( )				
10NE: ()	EM/	AL:		
EGAL NAME OF BUSINESS	SEEKING CERTIFICAT	TION IN MARYLAND'S	VSBE PROGRAM:	
ITLE OF APPLICANT (Vete	ran's relation to the a	pplicant business):		
Acceptable	Marie Calling Comme	status requires a CO	PY to be uploaded in eM	MA of one of
Acceptable Documentation	the following:		PY to be uploaded in eM a copy of the United Sta	
	the following: DD214, DD215,		a copy of the United Sta	
Documentation <b></b>	the following: DD214, DD215, of Veterans Affa	Discharge Papers, or irs Rating Decision.	a copy of the United Sta	ates Departme
Documentation .	the following: DD214, DD215, of Veterans Affa	Discharge Papers, or irs Rating Decision.	a copy of the United Sta	ates Departme
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Option Two- Federal - With the U.S. Small Business Administration's Veteran Small Business Certification (VetCert). Once completed, the veteran-owned business will be assigned a SAM UEI number, needed for Step 3 of the VSBE Certification Process.

https://veterans.certify.sba.gov/#home

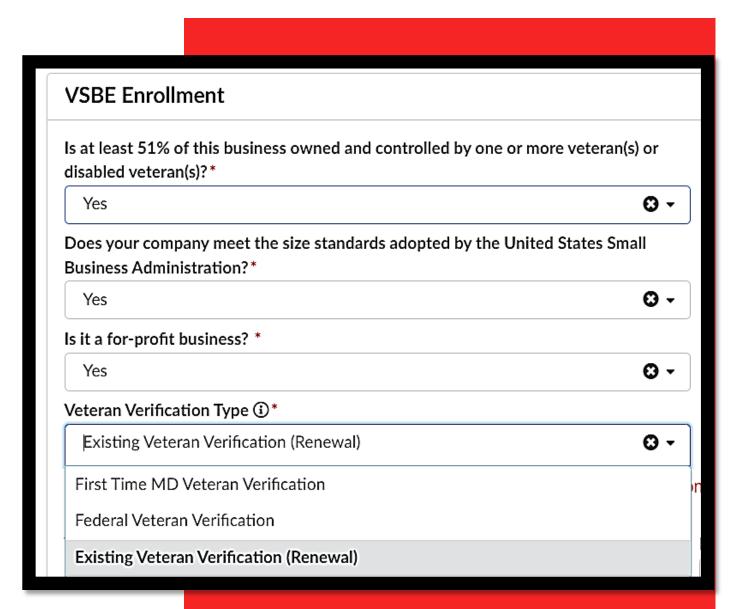


## STEP 3-VSBE Application

Once the vendor has completed their eMMA profile and obtained veteran verification, they are then ready to complete the VSBE Application in eMMA.

If choosing the Maryland Veteran Verification, you would select First Time MD Veteran Verification and upload the Step 2 Documents.

If choosing Federal path, select Federal Veteran Verification.

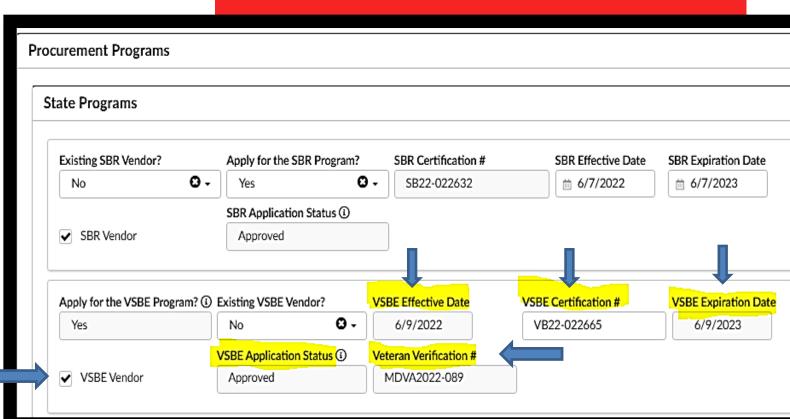


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## VSBE Certification

Only vendors with an "Approved"
VSBE Vendor Status, an active
VB # and an active expiration date
approved are certified.
(VBXX- XXXXXXX)

Currently there is no certificate of VSBE Status. eMMA is the home to verify your VSBE status. (Either on the vendor's Company Profile or the Public Vendor Database.



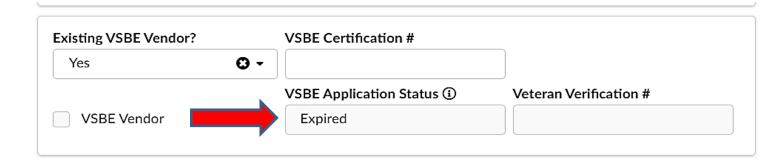
## **VSBE** Recertification

All certifications are only good for **ONE YEAR** 

A vendor will have only have 30-days prior to their expiration date to complete the recertification in eMMA

### If a vendor does not renew in eMMA:

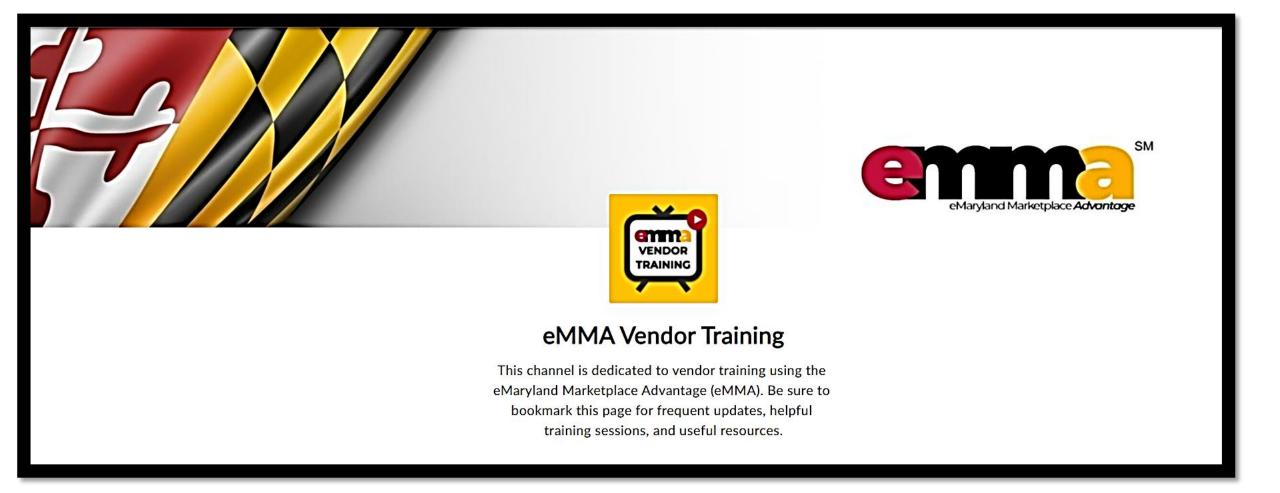
- -Their account turns to expired
- -They lose their VSBE certification number
- -No new awards or payments can be counted towards the VSBE statewide goals





## eMMA Vendor Training

https://www.gotostage.com/channel/emmavendortraining



## eMMA TIPS

#### Welcome to eMaryland Marketplace Advantage (eMMA)



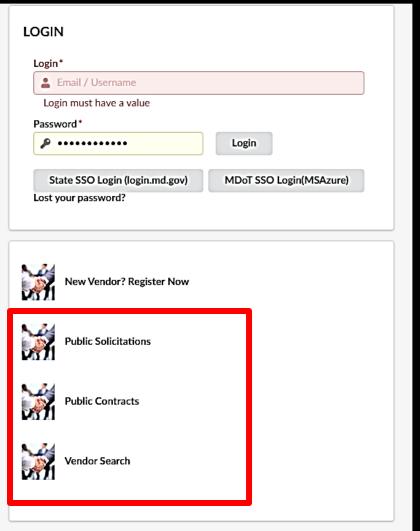
**eMMA** is Maryland's new online procurement platform used to connect the vendor community with contracting opportunities from state, county, and local government entities. Registered vendors will receive notices of bid opportunities, can submit bid responses online, and may obtain bid results online.

Qualified vendors may also complete the self-certification process for the Small Business Reserve (SBR) Program and Veteran-owned Small Business Enterprise (VSBE) Program.

**eMMA** facilitates an open, transparent, and efficient procurement process. We look forward to doing business with you!

Additional information can be found in the <u>Frequently Asked</u>
<u>Questions</u> and <u>Quick Reference Guides</u>. Any questions please contact the eMMA Help Desk at <u>eMMA.helpdesk@maryland.gov</u>.

For additional training and resources, please go to the Maryland Procurement Academy homepage at <a href="State of Maryland eMMA Training">State of Maryland eMMA Training</a>



## eMMA Tips

Utilizing eMMA functions and navigating with ease will help you become a better competitor.

There are three major tips we will go over today:

- Your Vendor Profile
- Searching Current Solicitations
- Prior Awarded Contracts



## **Your Vendor Profile**



## **Searching Solicitations**



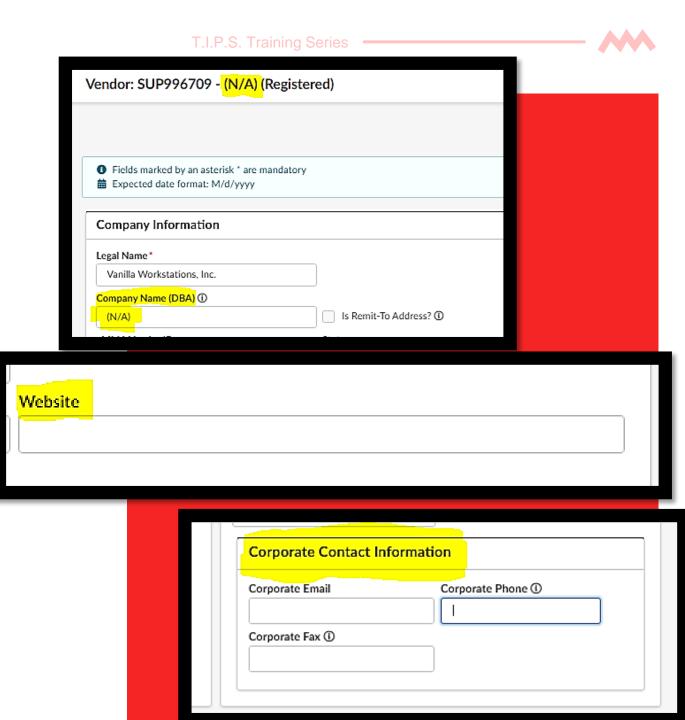
**Prior Contracts** 



## Vendor Profile

There are many ways to use your vendor profile to its fullest potential.

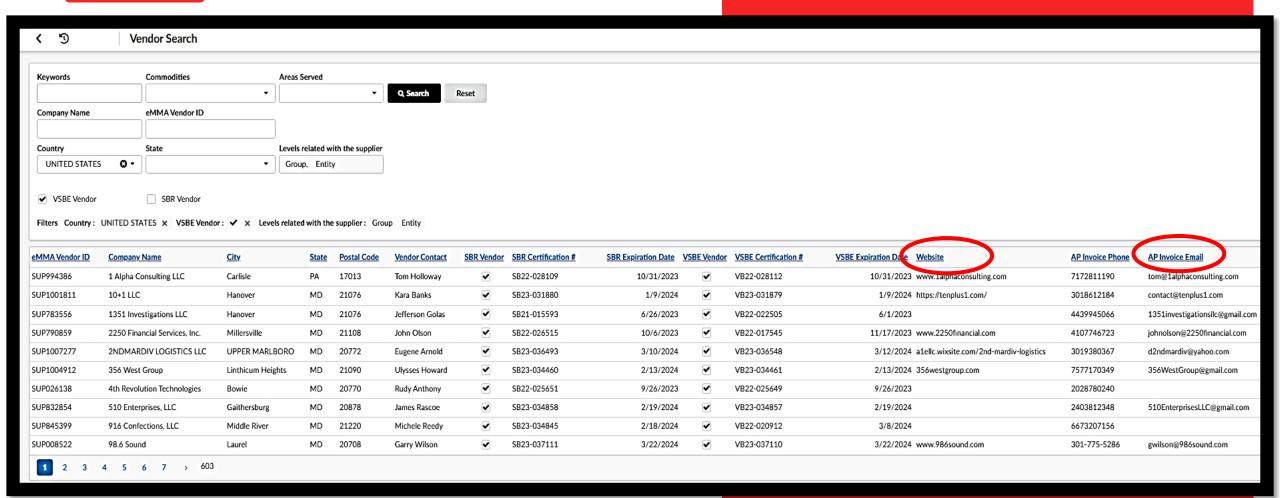
- 1. It is important to know that your Doing Business As (DBA) Field under your Company Profile is entered in. This DBA name will appear as your Vendor Name and in the Public Database.
- 2. Enter as many fields as possible-. Leaving these blank, will result in less public data to search your business for potential opportunities.
- 3. Please make sure as much data is provided in your Vendor Profile, especially in the Corporate Contact Information. This is the contact information used in the public Vendor Search.





## Vendor Profile-Database

If your Vendor profile, does not have certain data, how will someone reach you?

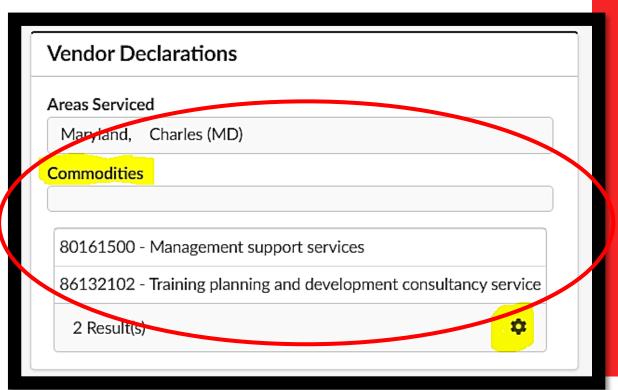


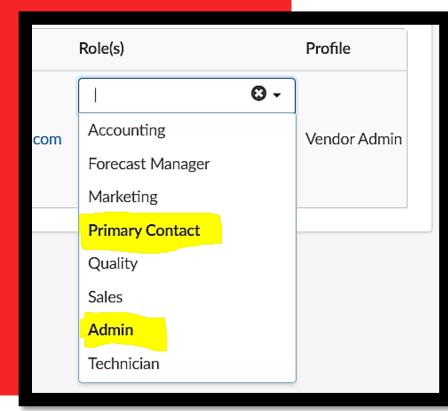
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## Matched Solicitations

eMMA will email any open solicitations that match the Codes selected under the Commodities section under the Qualifications Tab.

These emails will go to the Admin/Primary Contact Role assigned under Contacts





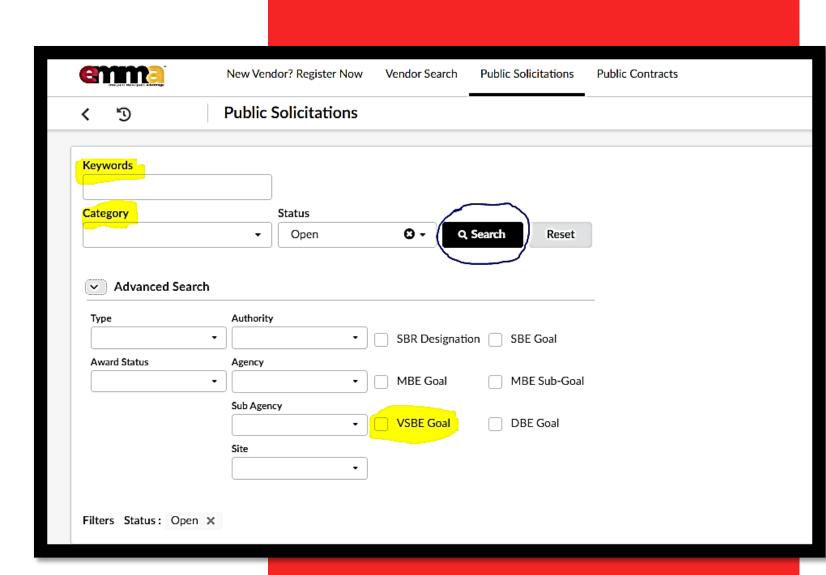
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## Searching Solicitations

There are several ways to utilize eMMA's searching functions under the Public Solicitations section.

The most common are by:

- VSBE Goal Flag
- Keyword Search
- Category Search





## Searching Solicitations

Pay close attention to the Closing Date and Solicitation Type.

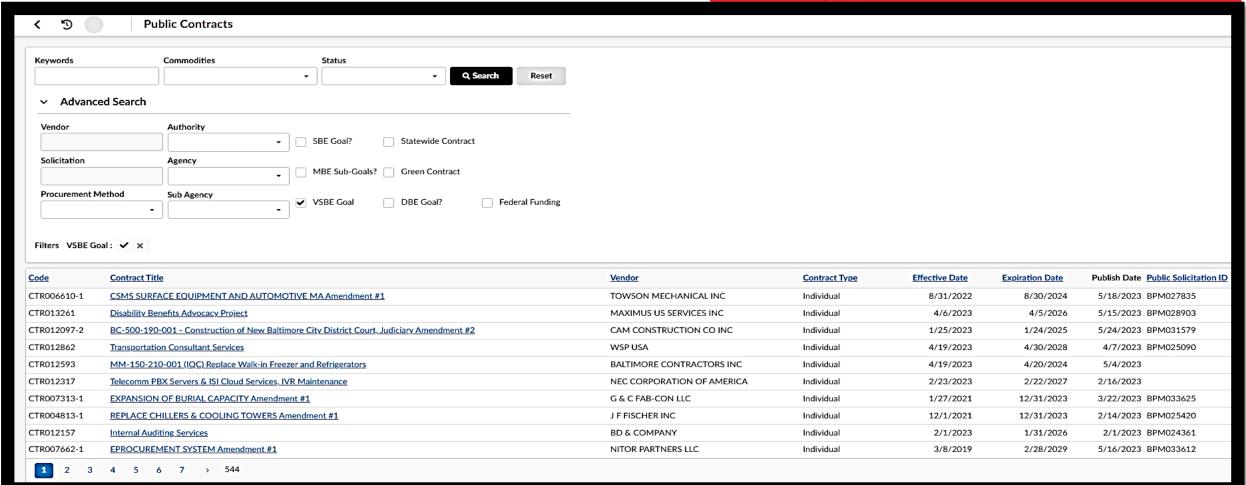
> Advanced Search					
Filters VSBE Goal: ✓ × Status: Open ×					
	_				
ID <u>Title</u>	Statu	Due / Close Date	Publish Date UTC-4 Main Category	Solicitation Type	Issuing Agency
BPM021523 <u>Laboratory Services for the Maryland Racing Commission</u>	Oper		12/28/2020 11:41:24 AM Environmental Services	Proposal	Department of Labor Licensing & Regulation
BPM037790 Car Wash and Detailing	Open	5/23/2023	5/15/2023 1:48:35 PM Automobiles or cars	Request for Quote	Department of Labor Licensing & Regulation
BPM036275 MR-3033-0000 On-Call Structural Repairs and Miscellaneous Modifications	Open	5/24/2023	5/11/2023 12:25:17 PM Heavy construction services	Public Notice	Maryland Transportation Authority
BPM037237 RIGHT OF WAY SERVICES	Open	5/26/2023	5/19/2023 4:14:57 PM Real estate appraisal and valuation service	RFP: Double Envelope Proposal	Maryland Transportation Authority
BPM037261 External Quality Review of the Maryland HealthChoice Program OCMP 23-20810	Open	5/30/2023	5/19/2023 11:25:51 AM Healthcare Services	RFP: Double Envelope Proposal	Maryland Department of Health
BPM035244 BB-3004-0000 New Construction Project Office, Maintenance, Storage Building, and Improvements	Open	5/31/2023	5/17/2023 12:00:01 PM Building and Facility Construction and Maintenance Services	Public Notice	Maryland Transportation Authority
BPM037030 MAA-SV-25-003 Content Service Provider at BWI Thurgood Marshall and Martin State Airports	Open	5/31/2023	5/3/2023 1:43:40 PM Specialized educational services	Public Notice	Maryland Aviation Administration
BPM037489 CC-000-211-003 - Modernize Elevators at BCCC	Open	5/31/2023	5/18/2023 9:59:09 AM Building and Facility Construction and Maintenance Services	IFB: Invitation for Bid	Department Of General Services
BPM035131 MAA-CO-23-011 - ARFF HEATING AND VEHICLE EXHAUST UPGRADES AT BALTIMORE/WASHINGTON INTERNATIONAL THURGOOD MARSHALL AIRPORT	Open	6/1/2023	5/10/2023 10:17:21 AM Building and Construction Machinery and Accessories	Public Notice	Maryland Aviation Administration
BPM036887 AH-000-200-001 Design and Construction of a Fire Alarm and Mass Notification System at the Maryland School for the Deaf Columbia Campus	Open	6/1/2023	5/17/2023 1:55:57 PM Building and Facility Construction and Maintenance Services	RFP: Double Envelope Proposal	Department Of General Services
BPM037442 Audit Services	Open	6/1/2023	5/5/2023 1:31:22 PM Audit services	RFP: Double Envelope Proposal	Maryland State Department of Education
BPM037345 Grant Fund Managers RFP - T00R3601714	Open	6/6/2023	5/12/2023 2:08:06 PM Development finance	RFP: Double Envelope Proposal	Department of Commerce
BPM037656 <u>Auditing, Accounting and Consulting Services</u>	Open	6/7/2023	5/22/2023 11:59:25 AM Government auditing services	RFP: Double Envelope Proposal	Maryland Department of Health
BPM037879 Frederick Branch Restroom Renovation	Open	6/14/2023	5/18/2023 3:33:29 PM Building and Facility Construction and Maintenance Services	IFB: Invitation for Bid	Motor Vehicle Administration
BPM037492 KB-3007-0000R Police Headquarters Building Envelope Renovations	Open	7/13/2023	5/23/2023 9:36:50 AM Building and facility maintenance and repair services	Public Notice	Maryland Transportation Authority
BPM037639 HT-3018-0000 - I-895 Resurfacing North and South of BHT	Open	8/3/2023	5/16/2023 8:57:06 AM Heavy construction services	Public Notice	Maryland Transportation Authority
BPM036502 M-109-200-001 Maryland Department of Emergency Management - Headquarters Expansion	Open	12/31/2023	4/19/2023 10:23:11 AM Building and Facility Construction and Maintenance Services	IFB: Invitation for Bid	Department Of General Services
17 Result(s)					



## **Public Contracts**

### The most common are by:

- VSBE Goal Flag
- Keyword Search
- Category Search

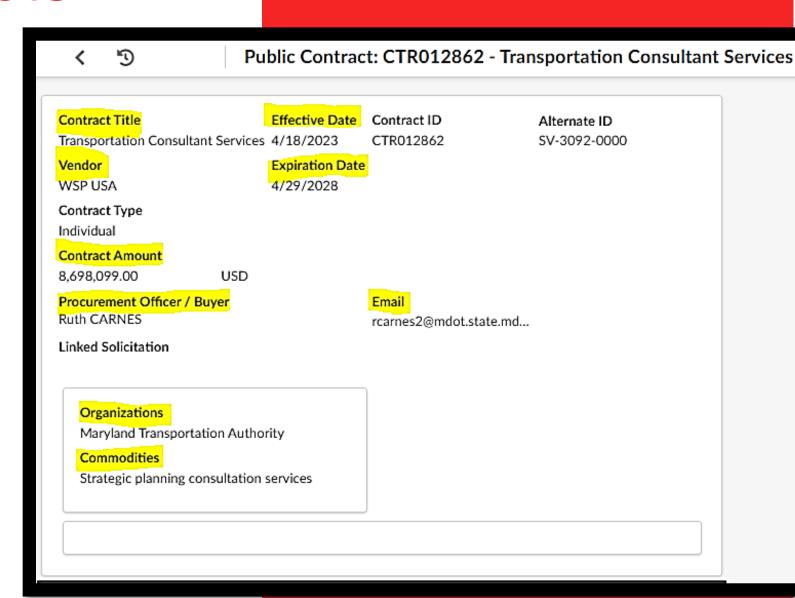




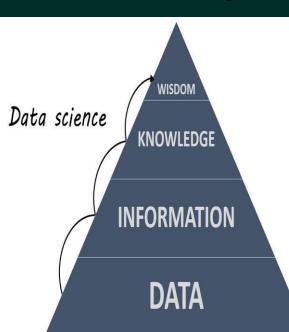
## **Public Contracts**

These Public Contracts have awesome information vendors have access to use and how to prepare for future contracts:

- Contract Title
- Effective/Expiration Dates
- Vendor Awarded
- Contract Amounts
- Procurement Officer
- Procurement Email
- Agency/Department
- Commodities Codes









# Are You Ready To Be A Competitive VSBE?

## 01. Knows the Rules & Regulations

When is solicitation deadline? Pre-bid meeting? Format? Scope? Priced-fairly? Documentation/forms to be completed?

#### 02. Communication & Connection

Are you speaking the language? Maximizing all potential opportunities for prime and subcontracting?

## 03. Time & Dedication

Time management, utilizing resources, have ethical sound business practices in place

## https://gomdsmallbiz.maryland.gov/Pages/default.aspx









Search for a Business



#### Order

Business Documents & Certificates of Status



#### Register

a New Business, Trade Name or Tax Account



Enter your username and password.

Username:

Log In

» Forgot Username?

Password:

» Forgot Password?



#### Manage

Change, Cancel, Revive and Manage Existing Businesses



#### File

Annual Report & Personal Property Tax Returns, Late Penalty Payments



Business FAQs

#### Create Account

You will need an account to submit filings through Maryland Business Express. Use your account to create and/or manage multiple businesses.

Create Account

## Good Standing?

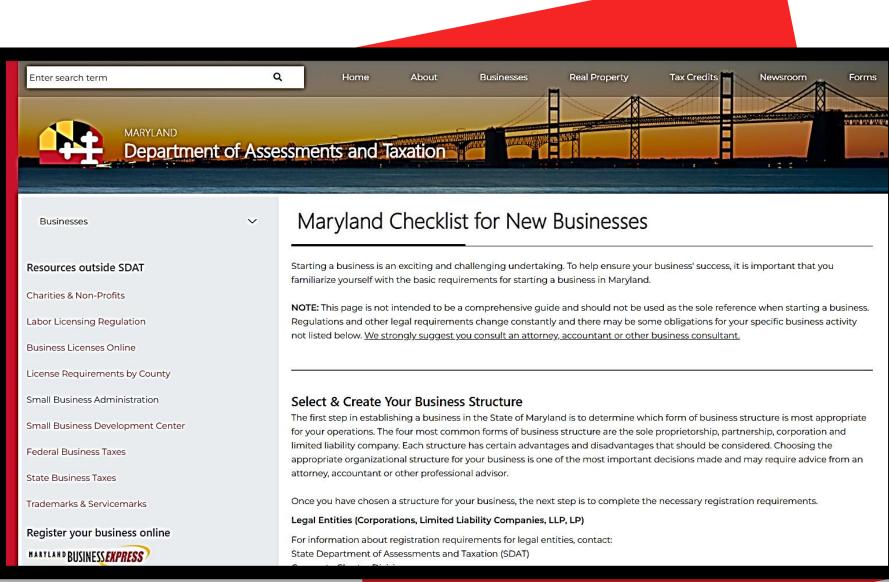
## **Be In Good Standing with the State**

Make sure your taxes are filed and up-todate, business is registered, and there are no outstanding issues.

https://egov.maryland.gov/BusinessExpress/

Maryland New Business Checklist

https://dat.maryland.gov/b usinesses/Pages/Maryland-Checklist-for-New-Businesses.aspx



T.I.P.S. Training Series

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## **VSBE** Resources

There are several resources dedicated to the VSBE Program certified vendors that help support and aid in advocacy through the state agencies/departments.





## **VSBE Liaisons**

ttps://gomdsmallbiz.maryland.gov/Pages/VSBE-Liaison-Directory.asp



## Procurement Forecast

https://gomdsmallbiz.maryland.gov/Pages/Forecasting.aspx



## **Events/Networking**

https://gomdsmallbiz.maryland.gov/Pages/Events.aspx

# Upcoming Resources

SBA Federal VetCert Program Overview

Wednesday, May 31, 2023

2-3pm

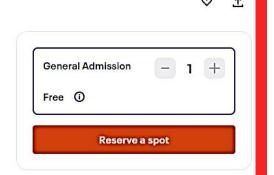
https://www.eventbrite.com/e/honor ing-national-military-appreciationmonth-sba-vetcert-programoverview-tickets-637279890307



May 31

## Honoring National Military Appreciation Month: SBA VetCert Program Overview

Join the SBA Baltimore District Office in celebrating National Military Appreciation Month!



# Upcoming Resources

**PGCC Veteran Affairs Office** 

Saturday, June 10, 2023

10 AM- 2 PM

https://www.eventbrite.com/e/women -veterans-recognition-and-resourcefair-tickets-635507799937



# Upcoming Resources

#### When:

Monday, June 12, 2023 10 a.m. - 2 p.m. A complimentary lunch will be provided.

#### Where:

Bowie State University 14000 Jericho Park Road Student Center - Wiseman Ballroom Bowie, MD 20715 Guest parking is available in Lots L, M, N & O

#### Who should attend?

Women veterans and military spouses who currently own a small business or are considering opening a small business.

https://www.eventbrite.com/e/women-veteransentrepreneurship-resources-lunch-learn-tickets-638283592407

#### The Governor's Office of Small, Minority & Women Business Affairs

cordially invites you to join us for the

#### Women Veterans Entrepreneurship Resources Lunch & Learn



JUNE 12th IS NATIONAL WOMEN VETERANS DAY!
Together, with Bowie State University's Entrepreneurship
Innovation Center (EIC), we are hosting a special event to
cultivate the entrepreneurial mindset for women
veterans and military spouses.

Join us for a dynamic program to celebrate successful veteran women small business owners in Maryland, hear real life experiences of women entrepreneurs, and highlight the value and skill sets needed to build creditability for your brand. You'll also connect with a broad range of stakeholder groups and organizations that support veteran-owned small businesses at the local, state, and federal levels.

# Funding Resources

#### **Department of Commerce**

Military Personnel and Veteran-Owned Small Business Loan Program (MPVOLP)

https://commerce.maryland.gov/fund/programs-for-businesses/mpvolp

Maryland Small Business Development Financing Authority (MSBDFA)

https://commerce.maryland.gov/fund/programs-forbusinesses/msbdfa

#### Maryland Department of Housing and Community Development

SSBCI Neighborhood BusinessWorks Program
<a href="https://dhcd.maryland.gov/Business/Pages/SSBCI/SSBCI-NBW.aspx#CDFILoan">https://dhcd.maryland.gov/Business/Pages/SSBCI/SSBCI-NBW.aspx#CDFILoan</a>



#### Banks





**Private** 

# CONTACT US!

Danielle Davis VSBE Program Compliance Manager



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+443-346-0717







# MAURICIO VERA ASSISTANT NATIONAL DIRECTOR



# **Accelerating the Growth of Veteran-Owned Small Businesses**

#### **Prepared for:**

Maryland's Veteran-Owned Small Business Enterprise (VSBE) Program





Mauricio P. Vera

Assistant National Director Veteran Institute For Procurement mvera@nationalvip.org

# What is VIP?

Is the first program in the nation to train Veteran-Owned Small Businesses on how to accelerate their success and growth in the federal contracting market.

We train "companies," not individuals to make them procurement ready

#### Who is VIP For?

VOSB/SDVOSB owner, principal or C-level executive

**2,200+** companies from all **50 states**, Washington D.C., Puerto Rico, and Guam graduated from the program

#### Is there a cost?

No. Training provided at **no cost**\* to Veteran-Owned Small Businesses

#### How long is the training?

The comprehensive certification program takes place in-person over a 3 day-27-hour period

# Accelerating Growth:

Mistakes are expensive and often fatal to a small business

The VIP Program helps reduce risk

VIP helps businesses get procurement ready

#### **Reduce Risk**

For companies, teaming partners, and government

#### Learn

From highly experienced industry and government professionals across **20+** topics

#### Grow

Accelerate growth through best business practices



# **Eligibility Requirements**

In order to participate with VIP, you must be an owner, executive or principal of a for-profit VOSB/SDVOSB business that is looking to grow.



#### **VIP START**

- 1 Year in business
- Revenue in the past year
- Full-time (working owner)
- Active website
- Registered in SAM.GOV



#### **VIP INTERNATIONAL**

- 3+ Years in business
- 3+ Full-time employees
- Experience performing on federal contracts



#### **VIP GROW**

- 2+ Years in business
- 3+ Full-time employees
- Experience performing on federal contracts
- Registered in SAM.GOV



#### **VIP AEROSPACE**

- 4+ Years in business
- 3+ Full-time employees
- Service or product that aligns with the aerospace market



- 5+ Years in business
- Prime experience or currently bidding prime work
- \$10M+ in revenue

### **VIP by the Numbers**

 $\star$   $\star$   $\star$   $\star$ 

# Over \$17 Billion

In Federal Prime
Awards to VIP
Graduates Since 2010

80%

Of VIP GROW Graduates say the changed the way they do business after attending VIP

#### **VIP START**

**Graduates Growth** 

**77%** After year 1

**184%** After year 2

#### **VIP GROW**

**Graduates Growth** 

**57%** After year 1

**180%** After year 2

36

VIP Graduate companies featured on the 2022 **INC 5000 list** 



# The gift that keeps on giving

As a VIP Graduate, your company gains access to mentors, VIP Partners, exclusive opportunities, matchmaking events, and continuing education opportunities.



## **Mentorship**

VIP Alumni Network

VIP Partners



# **Exclusive Opportunities**

VIP Marketplace

Exclusive Immediate Need Opportunities

Matchmaking with Primes and Government



# **Continuing Education**

VIP Alumni Lessons Learned

Graduate Education Programs

#### A Special Thanks to Our Partners and Sponsors

**Corporate Partner** 



**Government Partners** 







**Sustaining Partner** 





























































# **Upcoming Training**

**Apply at NationalVIP.org** 



June

13-15



**START** 

October

24-26



**GROW** 

December

5-7

**Arming Vets to WIN in the** Federal Marketplace.





# **Arming Vets to WIN!**

### Mauricio P. Vera

Assistant National Director Veteran Institute For Procurement

mvera@nationalvip.org



**Apply at NationalVIP.org** 

# **Keep Learning**

- 2 free webinars every month
- No cost to attend
- Register in advance to receive the participation link
- Download the presenter's slide deck
- Access video recordings of all classes on our YouTube playlist



### **Upcoming T.I.P.S. Webinars**

Tuesday, June 27, 2023

10 a.m.

Strategies for Digital Marketing

Thursday June 29, 2023

10 a.m.

**Leveraging Your Certifications** 

### **Upcoming Workshop**

June 7, 2023

9:30 a.m.

Ready, Set, GROW!

Procurement Connections
Workshop

at

MGM National Harbor



goMDsmallbiz.maryland.gov



### Webinar

June 9, 2023

10:00 a.m.
Small Biz Resource
Connections:

APEX Accelerator

Maryland

(formerly MD PTAC)

## Workshop

June 12, 2023

10:00 a.m.
Women Veterans
Entrepreneurship Resources
Lunch & Learn

Bowie State University

# Mining Public Data Techniques



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### **Videos & Slide Decks**

<u>eMaryland Marketplace</u> <u>Advantage (eMMA)</u>

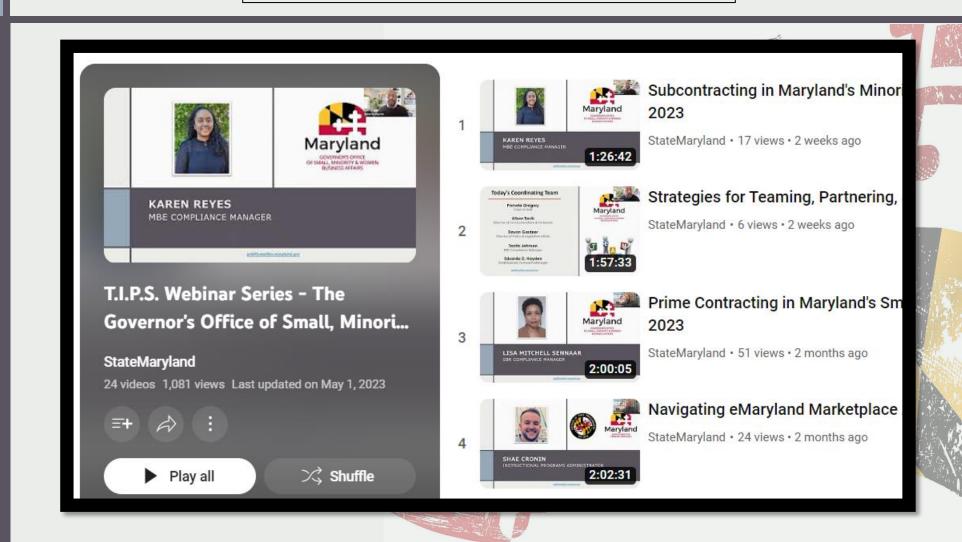
**Procurement Forecast** 

**Board of Public Works** 

Communicating with Confidence

## **VIDEO PLAYLIST**

T.I.P.S.
Webinar
Series Playlist



### **Partners**

Maryland Procurement Technical Assistance Center (PTAC) https://www.mdptac.org/

Greater Baltimore SCORE <a href="https://greaterbaltimore.score.org/">https://greaterbaltimore.score.org/</a>

Maryland Women's Business Center (MWBC)

https://marylandwbc.org/

Baltimore-Metro Women's Business Center (Balt-Metro WBC)

https://www.baltmetrowbc.org/

Maryland Small Business Development Center (SBDC)

https://www.marylandsbdc.org/

### Resources

Governor's Office of Small, Minority & Women Business
Affairs

https://gomdsmallbiz.maryland.gov/Pages/default.aspx

Maryland's Office of Minority Business Enterprise (OMBE)
<a href="https://www.mdot.maryland.gov/tso/pages/Index.aspx?">https://www.mdot.maryland.gov/tso/pages/Index.aspx?</a>
<a href="PageId=90">PageId=90</a>

Maryland Department of Commerce
Maryland Financial Incentives for Business
<a href="https://commerce.knack.com/maryland-funding-incentives">https://commerce.knack.com/maryland-funding-incentives</a>

Maryland Entrepreneur HUB <a href="https://marylandentrepreneurhub.com/">https://marylandentrepreneurhub.com/</a>

## Thank You



Maryland

